

OBE OUTCOME
BASED
EDUCATION

Course Curriculum

**Program: Bachelor of
Business Administration
Semester: 1st year 1st and 2nd Semester**



**Department of
Business Administration**

**Khulna Khan Bahadur Ahsanullah
University**

**140, KDA, Khan Bahadur Ahsanullah Road, Choto Boyra, Khulna-
9000**

12. BBA 0411 2101: Advanced Accounting

- 1) **Course Title: Advanced Accounting**
- 2) **Course Code: BBA 0411 2101**
- 3) **BNQF Code: 0411**
- 4) **Credit Value: 3.0**
- 5) **Credit Hour: 3 (Three)**
- 6) **Level: 2nd Year 1st Semester**
- 7) **Course Type: Core**
- 8) **Department: Department of Business Administration**
- 9) **Faculty: Faculty of Business Studies**
- 10) **Program: Bachelor of Business Administration (BBA)**

11) Course Contents

1. **Conceptual framework for Financial Accounting:** the usefulness of conceptual framework- the basic elements and qualitative characteristics of accounting information basic assumption, principles and constraints of accounting
2. **Accounts Receivables:** Different type of receivables- accounting issues related to valuation of accounts receivables
3. **Notes Receivables:** Accounting issues related to recognition and valuation of notes receivables-explain accounting issues related to disposition of account receivables and secured borrowing
4. **Acquisition of Property, Plant and Equipment:** Property, Plant and Equipment –identify the cost to include in valuation of Property, Plant and Equipment specially-Cost of land Cost of Building-Cost of equipment-Self Constructed Assets
5. **Valuation and Disposition of Property, Plant and Equipment:** Accounting issues related to interest capitalization and valuation of Property, Plant and Equipment- accounting issues related to the exchange of Non-monetary Assets- accounting treatment for the disposition of Property, Plant and Equipment
6. **Depreciation, Impairment and Depletion:** the factors involved in depreciation process various methods of calculating depreciation- accounting issues related to asset impairment accounting procedure for depletion of natural resources
7. **Intangible Assets:** The characteristics of intangible assets- the costs to include in the valuation of intangible assets- the different types of intangible assets- accounting issues related to valuation of intangible assets- amortization of intangible assets- impairment of intangible assets.

8. **Revenue Recognition:**-Basic issues in revenues recognition principle-accounting issues related to Revenue Recognition at Point of Sale, Revenue Recognition before Delivery and Revenue Recognition after Delivery- the percentage-of-completion method for longterm contracts.
9. **Liabilities-Current:** The major type and valuation of current liabilities-explain accounting issues related to accounts payable and notes payables and other liabilities-how to present current liabilities in financial statements
10. **Liabilities-Long term:** Various types of Bonds-Describe the accounting valuation of bond payable-the methods of bond discount and premium-notes payables-notes issued at face value- notes not issued at face value-zero interest bearing notes/bonds- interest bearing notes.
11. **Accounting for leases:** The advantage and disadvantage of leasing-the accounting criteria and procedure of capitalizing leases-contrast the operating lease and capital lease- the distinguished feature of accounting by lessee and accounting by lessor
12. **Special lease accounting:** Special lease accounting problems with- Residual Value- Salestype lease- Bargain Purchase option-list the disclosure requirements of leases
13. **Accounting for Partnership:** Partnership business and its characteristics-prepare partnership accounts-accounting issues relating to changes in a partnership structure- valuation of goodwill and adjustment of capital and liquidation of partnership business

Week wise Course plan, Teaching Learning and Assessment Strategy mapped with CLOs

Week (s)	Topic	Teaching Learning Strategy	Assessment Strategy	Corresponding CLOs
1-2	Conceptual framework for Financial Accounting: the usefulness of conceptual framework- the basic elements and qualitative characteristics of accounting information-basic assumption, principles and constraints of accounting	-Socialized recitation -Lecture discussion with multimedia - Interactive discussion -Question-answer session.	-Class Performance -Written Test -Question Answer	CLO1
3-4	Accounts Receivables: Different type of receivables- accounting issues related to valuation of accounts receivables Notes Receivables: Accounting issues related to recognition and valuation of notes receivableexplain accounting issues related to disposition of account receivables and secured borrowing	-Socialized recitation -Lecture discussion with multimedia - Interactive discussion -White board illustration -Question-answer session.	- Class Performance - Written Test - Question Answer	CLO1
5	Acquisition of Property, Plant and Equipment: Property, Plant and Equipment –identify the cost to include in valuation of Property, Plant and Equipment speciallyCost of land-Cost of Building-Cost of equipment-Self Constructed Assets	- Interactive discussion - Whiteboard illustration - Lecture discussion with multi media -Question-answer session	- Class Performance - Quiz - Written Test - Question Answer	CLO2

6-7	<p>Depreciation, Impairment and Depletion: the factors involved in depreciation process-various methods of calculating depreciation-accounting issues related to asset impairment-accounting procedure for depletion of natural resources</p>	<ul style="list-style-type: none"> - Interactive discussion -Whiteboard illustration - Lecture discussion with multi-media. - Demonstrations - Problem solving tasks 	<ul style="list-style-type: none"> - Class Performance - Quiz - Written Test - Presentation 	CLO3
8	<p>Intangible Assets: The characteristics of intangible assets- the costs to include in the valuation if intangible assets-the different types of intangible assets-accounting issues related to valuation of intangible assetsamortization of intangible assetsimpairment of intangible assets.</p>	<ul style="list-style-type: none"> -Lecture discussion with multimedia - Interactive discussion -White board illustration - Multimedia presentation -Question-answer session. 	<ul style="list-style-type: none"> - Class Performance - Written Test - Assignment - Presentation 	CLO2 & CLO3
9	<p>Revenue Recognition:-Basic issues in revenues recognition principle-accounting issues related to Revenue Recognition at Pint of Sale, Revenue Recognition before Delivery and Revenue Recognition after Delivery- the percentage-ofcompletion method for long-term contracts.</p>	<ul style="list-style-type: none"> - Lecture discussion with multimedia - Interactive discussion -White board illustration - Multimedia presentation - Question-answer session. 	<ul style="list-style-type: none"> - Class Performance - Quiz - Written Test - Presentation 	CLO2 & CLO3

10	<p>Liabilities-Current: The major type and valuation of current liabilities explain accounting issues related to accounts payable and notes payables and other liabilities-how to present current liabilities in financial statements</p>	<ul style="list-style-type: none"> - Interactive discussion - Whiteboard illustration - Lecture discussion with multi media - Question-answer session - Video presentation. 	<ul style="list-style-type: none"> -Class Performance -Written Test -Question Answer 	CLO2 & CLO3
11	<p>Liabilities-Long term: Various types of Bonds-Describe the accounting valuation of bond payable-the methods of bond discount and premium-notes payables-notes issued at face value- notes not issued at face value-zero interest bearing notes/bonds- interest bearing notes.</p>	<ul style="list-style-type: none"> - Interactive discussion -Whiteboard illustration - Lecture discussion with multi-media. - Demonstrations 	<ul style="list-style-type: none"> - Class Performance - Written Test - Oral Test 	CLO3
12	<p>Accounting for leases: The advantage and disadvantage of leasing-the accounting criteria and procedure of capitalizing leasescontrast the operating lease and capital lease- the distinguished</p>	<ul style="list-style-type: none"> - Interactive discussion - Group discussion - Brain storming session - Group exercise - Written 	Question and Answer/ Group Work	CLO3
	<p>feature of accounting by lessee and accounting by lessor</p>	assignment		

13-14	<p>Special lease accounting: Special lease accounting problems with-Residual Value- Sales-type lease- Bargain Purchase option-list the disclosure requirements of leases</p> <p>Accounting for Partnership: Partnership business and its characteristics-prepare partnership accounts-accounting issues relating to changes in a partnership structure- valuation of goodwill and adjustment of capital and liquidation of partnership business</p>	<p>Interactive discussion</p> <p>Whiteboard illustration</p> <p>Lecture discussion with multimedia.</p> <p>Demonstrations</p> <p>Problem solving tasks</p>	<p>Quiz and Test/Group Work</p>	<p>CLO3</p>
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13. BBA 0412 2103: Financial Management

- 1) **Course Title: Financial Management**
- 2) **Course Code: BBA 0412 2103**
- 3) **BNQF Code: 0412**
- 4) **Credit Value: 3.0**
- 5) **Credit Hour: 3 (Three)**
- 6) **Level: 2nd Year 1st Semester**
- 7) **Course Type: Core**
- 8) **Department: Department of Business Administration**
- 9) **Faculty: Faculty of Business Studies**
- 10) **Program: Bachelor of Business Administration (BBA)**
- 11) **Course Contents:**
 1. **Introduction:** Definition of Financial Management-Importance of Financial Management-Functions of a Financial Manager-Organizational Structure of Financial Management-Career in Finance- Agency Problem- Ethics- Corporate governance.

2. **Financial Institution, Market and Financial Environment:** Definition of financial market and institutions- Relation between financial markets and institutions- Broker vs Dealer, Stock Exchange- Role of Stock Exchange- Over the counter Market- Tax Structure- Corporate tax calculation- Capital gain tax.
3. **Financial Statement Analysis:** Income Statement-Balance Sheet-Cash Flow-Ratio Analysis- Liquidity Ratio-Profitability Ratio, Efficiency Ratio-Different Mathematical Problems.
4. **Operating & Financial Leverage:** Operating Leverage-Degree of Operating Leverage- Financial Leverage, EBIT – EPS Analysis, Degree of Financial Leverage-Different Mathematical Problems.
5. **Capital Structure:** Definition of Capital Structure-Factors affecting Capital Structure-The optimum capital structure-MM Hypothesis-Different Mathematical Problems.
6. **Working capital Management:** Working capital definition-Net working capital-Financing Current Assets: Short-term and long-term mix-combining liability and current assets decision.
7. **Dividend Policy:** Definition of Dividend-Meaning of Dividend Policy-Types and forms of dividend- Advantages of Stock Dividend- Modigliani & Miller Hypothesis-Factors affecting Dividend policy-Different Mathematical Problems.
8. **Capital Asset Pricing Model (CAPM):** Relationship between risk and expected return-The optimal portfolio, selection of Portfolio-Determination of Beta-Security Market Line-Capital Market Line-Different Mathematical Problems.
9. **Hybrid Financing:** Types of Lease-Lease term-Lease vs Purchase decision-Merits and Demerits of Leasing-Convertibles-Types of convertibles-Effects on EPS- Valuation of Convertibles-Definition of Stock Purchase Warrant-Definition of Option Financing- Types of Option.
10. **Capital Budgeting Cash Flow & Risk Analysis:** Capital Budgeting Definition-Capital Budgeting Cash flow analysis-Determination of Initial Investment-Determination of Incremental Cash flow-Determination of Termination Value-Assessment of Risk.

Week wise Course plan, Teaching Learning and Assessment Strategy mapped with CLOs

Week (s)	Topic	Teaching Learning Strategy	Assessment Strategy	Corresponding CLOs
1-2	Introduction: Definition of Financial Management-Importance of Financial Management-Functions of a Financial Manager-Organizational Structure of Financial Management-Career in Finance- Agency Problem- Ethics- Corporate governance.	<ul style="list-style-type: none"> - Socialized recitation - Lecture discussion with multimedia - Interactive discussion - White board illustration - Multimedia 	<ul style="list-style-type: none"> -Class Performance -Written Test -Question Answer 	CLO1
	Financial Institution, Market and	<ul style="list-style-type: none"> - Lecture discussion 	<ul style="list-style-type: none"> - Class 	
3-4	Financial Environment: Definition of financial market and institutions- Relation between financial markets and institutions- Broker vs Dealer, Stock Exchange- Role of Stock Exchange- Over the counter Market- Tax Structure- Corporate tax, calculation- Capital gain tax.	<ul style="list-style-type: none"> with multimedia - Interactive discussion -White board illustration - Multimedia presentation - Question-answer session. 	<ul style="list-style-type: none"> Performance -Written Test -Question Answer 	CLO1
5	Financial Statement Analysis: Income Statement-Balance Sheet-Cash Flow-Ratio Analysis- Liquidity Ratio-Profitability Ratio, Efficiency Ratio-Different Mathematical Problems.	<ul style="list-style-type: none"> - Interactive discussion - Whiteboard illustration - Lecture discussion with multimedia -Question-answer session - Video presentation. 	<ul style="list-style-type: none"> - Class Performance - Quiz - Written Test - Question Answer 	CLO2
6	Operating & Financial Leverage: Operating Leverage-Degree of Operating Leverage- Financial Leverage, EBIT – EPS Analysis, Degree of Financial Leverage-Different Mathematical Problems.	<ul style="list-style-type: none"> - Interactive discussion -Whiteboard illustration - Lecture discussion with multi-media. - Demonstrations - Problem solving session 	<ul style="list-style-type: none"> - Class Performance - Quiz - Written Test - Presentation 	CLO3
7	Capital Structure: Definition of Capital Structure-Factors affecting Capital Structure-The optimum capital structure-MM Hypothesis-Different Mathematical Problems.	<ul style="list-style-type: none"> -Socialized recitation -Lecture discussion with multimedia -Interactive discussion -White board illustration -Question-answer session. 	<ul style="list-style-type: none"> - Class Performance - Written Test - Assignment - Presentation 	CLO2 & CLO3

8	Working capital Management: Working capital definition-Net working capitalFinancing Current Assets: Short-term and longterm mix-combining liability and current assets decision.	<ul style="list-style-type: none"> - Lecture discussion with multimedia - Interactive discussion - White board illustration - Multimedia presentation - Question-answer session. 	<ul style="list-style-type: none"> - Class Performance - Quiz - Written Test - Presentation 	CLO2 & CLO3
	Dividend Policy: Definition of Dividend-Meaning of Dividend Policy-Types and forms	<ul style="list-style-type: none"> - Interactive discussion 	<ul style="list-style-type: none"> - Class Performance 	CLO2
9	of dividend- Advantages of Stock Dividend-Modigliani & Miller Hypothesis-Factors affecting Dividend policy-Different Mathematical Problems.	<ul style="list-style-type: none"> - Whiteboard illustration - Lecture discussion with multi media - - Question-answer session - Video presentation. 	<ul style="list-style-type: none"> - ce -Written Test -Question Answer 	& CLO3
10-11	Capital Asset Pricing Model (CAPM): Relationship between risk and expected return-The optimal portfolio, selection of Portfolio-Determination of Beta-Security Market LineCapital Market Line-Different Mathematical Problems.	<ul style="list-style-type: none"> - Interactive discussion -Whiteboard illustration - Lecture discussion with multi-media. - Demonstrations - Problem solving tasks 	<ul style="list-style-type: none"> - Class Performance - Written Test - Oral Test 	CLO3
12	Hybrid Financing: Types of Lease-Lease term-Lease vs Purchase decision-Merits and Demerits of Leasing-Convertibles-Types of convertibles-Effects on EPS- Valuation of Convertibles-Definition of Stock Purchase Warrant-Definition of Option Financing-Types of Option.	<ul style="list-style-type: none"> - Interactive discussion - Group discussion - Brain storming session 	<ul style="list-style-type: none"> Question and Answer/ Group Work 	CLO3
13-14	Capital Budgeting Cash Flow & Risk Analysis: Capital Budgeting DefinitionCapital Budgeting Cash flow analysis-Determination of Initial Investment-Determination of Incremental Cash flow-Determination of Termination Value-Assessment of Risk.	<ul style="list-style-type: none"> - Interactive discussion -Whiteboard illustration - Lecture discussion with multimedia. - Demonstrations - Problem solving tasks 	<ul style="list-style-type: none"> Quiz and Test/Group Work 	CLO3

14. BBA 0413 2105: Legal Aspects of Business

- 1) **Course Title: Legal Aspects of Business**
- 2) **Course Code: BBA 0413 2105**
- 3) **BNQF Code: 0413**
- 4) **Credit Value: 3.0**
- 5) **Credit Hour: 3 (Three)**
- 6) **Level: 2nd Year 1st Semester**
- 7) **Course Type: Core**
- 8) **Department: Department of Business Administration**
- 9) **Faculty: Faculty of Business Studies**
- 10) **Program: Bachelor of Business Administration (BBA)**

11) Course Contents

1. **Introduction:** Definition of law -Relationship between society & law, Rule of law-Sources of commercial law -Definition of commercial law & industrial law in Bangladesh
2. **The Essential Elements of Contract:** Definition of contract -The essential elements of a contract - Classification of contract -Difference between agreement and contract.
3. **Offer & Acceptance:** Offer -Rules regarding offer -Specific offer, General offer – Revocation of an offer -Acceptance-Rules regarding acceptance.
4. **Consideration:** Definition of consideration -Types of consideration, Essential factors of consideration, No consideration no contract – Exceptions to the rule, Stranger to a contract.
5. **Capacity of Parties:** Who is a minor? -Why should minors be protected?-The law regarding minor's agreement, Persons of unsound mind, disqualified persons.
6. **Free Consent:** Definition of free consent, Coercion, Requisites & consequences of coercion, Undue influence, Misrepresentation -Classification & consequences of misrepresentation - Definition of fraud -Can silence be fraudulent - Differentiate between fraud and misrepresentation.
7. **Performance of the Contract of Sale:** Definition of delivery -Rules regarding delivery -Duties of seller of goods, Duties of buyers of goods.

- 8. The Law Relating to Negotiable Instruments:** Define negotiable instrument - Essential feature of negotiable instrument, define promissory note -Essential elements of promissory note, define bill of exchange -Differentiate between promissory note & bill of exchange -Define Cheque, Essential elements of Cheque.
- 9. The Law of Insurance:** Principles of insurance -Life insurance -Marine insurance -Fire and other insurance.
- 10. The Law of Partnership:** Define partnership, who can be a partner -Classes of partners & partnership, Registration -Consequence of non-registration -Rights duties of partners
11. **Company Law:** Definition of company, Essential features of company -differentiate between company & partnership -Types of companies, differentiate between private & public ltd. company -Procedures to convert private company to public-Procedures to convert public company to private.
12. **The Memorandum and Articles of Association:** Definitions and Differences -The Form and Contents of the Memorandum -Rules Regarding the Name of the Company -Rules regarding the Registered Office -Form and Contents of the Articles -Alteration of the Memorandum - Alteration of Share Capital -Reduction of Share Capital, Variation of Shareholders' Rights, Reserve Capital -Alteration of the Articles of Association -The legal Effect of the Memorandum, legal Effects of the Articles -The Doctrine of Indoor Management.
13. **The Formation of a Company:** Essential Steps -Procedure of Registration and Incorporation -The Certificate of Incorporation -Promoters -Promoters and Pre incorporation Contracts, Prospectus -The legal Requirements of Prospectus, Misstatements in the Prospectus, Statement in Lieu of Prospectus, 'Prospectus by Implication, Minimum Subscription, Allotment. Of Shares -The Return as to Allotment, Commencement of Business.
14. **Meetings and Resolutions:** Meetings -Statutory Meeting -Statutory Report -Annual General Meeting -Other General Meeting -Rules of Procedure Regarding Meetings Resolutions -Resolution by Special Notice -Minutes of Proceedings-Annual Return.

Week wise Course plan, Teaching Learning and Assessment Strategy mapped with CLOs

Week(s)	Topic	Teaching Learning Strategy	Assessment Strategy	Corresponding CLOs
1-2	<p>Introduction: Definition of law Relationship between society & law, Rule of law-Sources of commercial law Definition of commercial law & industrial law in Bangladesh.</p> <p>The Essential Elements of Contract: Definition of contract - The essential elements of a contract - Classification of contract - Difference between agreement and contract.</p>	<ul style="list-style-type: none"> -Socialized recitation -Lecture discussion with multimedia -Interactive discussion -Question-answer session. 	<ul style="list-style-type: none"> -Class Performance -Written Test -Question Answer 	CLO1
3	<p>Offer & Acceptance: Offer -Rules regarding offer -Specific offer, General offer -Revocation of an offer -AcceptanceRules regarding acceptance.</p>	<ul style="list-style-type: none"> -Lecture discussion with multimedia -Interactive discussion -White board illustration -Multimedia presentation -Question-answer session. 	<ul style="list-style-type: none"> -Class Performance -Written Test -Question Answer 	CLO1
4	<p>Capacity of Parties: Who is a minor? Why should minors be protected?-The law regarding minor's agreement, Persons of unsound mind, disqualified persons.</p> <p>Consideration: Definition of consideration -Types of consideration, Essential factors of consideration, No consideration no contract - Exceptions to the rule, Stranger to a contract.</p>	<ul style="list-style-type: none"> - Interactive discussion - Whiteboard illustration -Lecture discussion with multi media -Question-answer session - Video presentation. 	<ul style="list-style-type: none"> - Class Performance - Quiz - Written Test - Question Answer 	CLO2

5	Free Consent: Definition of free consent, Coercion, Requisites & consequences of coercion, Undue influence, Misrepresentation -Classification & consequences of misrepresentation Definition of fraud -Can silence be fraudulent -Differentiate between fraud and misrepresentation.	- Interactive discussion -Whiteboard illustration - Lecture - Demonstrations	- Class Performance - Quiz - Written Test - Presentation	CLO3
6-7	Performance of the Contract of Sale: Definition of delivery -Rules regarding delivery -Duties of seller of goods, Duties of buyers of goods. The Law Relating to Negotiable Instruments: Define negotiable instrument -Essential feature of negotiable instrument, define promissory note -Essential elements of promissory note, define bill of exchange -Differentiate between promissory note & bill of exchange Define Cheque, Essential elements of Cheque.	- Lecture discussion with multimedia - Interactive discussion -White board illustration - Multimedia presentation - Question-answer session.	- Class Performance - Written Test - Assignment - Presentation	CLO2 & CLO3
8-9	The Law of Insurance: Principles of insurance -Life insurance -Marine insurance -Fire and other insurance. The Law of Partnership: Define partnership, who can be a partner -Classes of partners & partnership, Registration Consequence of non-registration -Rights duties of partners	- Lecture - Interactive discussion -White board illustration	- Class Performance - Quiz - Written Test - Presentation	CLO2 & CLO3
10	Company Law: Definition of company, Essential features of company differentiate between company & partnership -Types of companies,	- Interactive discussion - Whiteboard illustration	-Class Performance -Written Test	CLO2 &
	differentiate between private & public ltd. company -Procedures to convert private company to public- Procedures to convert public company to private	- Lecture discussion with multi media -Question-answer session - Video presentation.	- Question Answer	CLO3

11	The Memorandum and Articles of Association: Definitions and Differences - The Form and Contents of the Memorandum -Rules Regarding the Name of the Company -Rules regarding the Registered Office - Form and Contents of the Articles - Alteration of the Memorandum - Alteration of Share Capital - Reduction of Share Capital, Variation of Shareholders' Rights, Reserve Capital -Alteration of the Articles of Association -The legal Effect of the Memorandum, legal Effects of the Articles -The Doctrine of Indoor Management.	- Interactive discussion -Whiteboard illustration - Lecture discussion with multi-media. - Demonstrations	- Class Performance - Written Test - Oral Test	CLO3
12-13	The Formation of a Company: Essential Steps -Procedure of Registration and Incorporation -The Certificate of Incorporation -Promoters -Promoters and Pre incorporation Contracts, Prospectus The legal Requirements of Prospectus, Misstatements in the Prospectus, Statement in Lieu of Prospectus, 'Prospectus by Implication, Minimum Subscription, Allotment. Of Shares - The Return as to Allotment, Commencement of Business.	- Interactive discussion - Group discussion - Brain storming session - Group exercise - Written assignment	Question and Answer/ Group Work	CLO3
14	Meetings and Resolutions: Meetings Statutory Meeting -Statutory Report Annual General Meeting -Other General Meeting - Rules of Procedure Regarding Meetings -Resolutions -Resolution by Special Notice -Minutes of ProceedingsAnnual Return.	- Interactive discussion -Whiteboard illustration - Lecture - Demonstrations	Quiz and Test/Group Work	CLO3

15.GED 0410 2111: Advanced English

- 1) **Course Title: Advanced English**
- 2) **Course Code: GED 0410 2111**
- 3) **BNQF Code: 0410**
- 4) **Credit Value: 3.0**
- 5) **Credit Hour: 3 (Three)**
- 6) **Level: 2nd Year 1st Semester**
- 7) **Course Type: GED**
- 8) **Department: Department of Business Administration**
- 9) **Faculty: Faculty of Business Studies**
- 10) **Program: Bachelor of Business Administration (BBA)**

11) Course Contents:

1. **Essay writing:** writing thesis statement, different types of essays.
2. **Business letter writing:** structure of a business letter, different types of business letters.
3. **Report writing:** format of report, practice report writing.
4. **Resume and cover letter writing:** drafting an impressive resume, drafting a persuasive letter.
5. **Interview strategies:** handling job interviews.
6. **Précis writing:** summary writing strategies, practice writing summaries.
7. **Phonetics:** identify correct English pronunciation, distinguish between Bangla and English pronunciations, and practice for improvement.
8. **Presentation skills:** the art of public speaking, basics of good presentations, give convincing presentations.
9. **Soft skills:** definition, types and importance of soft skills, strategies of improving soft skills.
10. **Strategies for reading:** reading strategies, different sub-skills of reading, reading practice, develop note taking skills.

Week wise Course plan, Teaching Learning and Assessment Strategy mapped with CLOs

Week (s)	Topic	Teaching Learning Strategy	Assessment Strategy	Corresponding CLOs
1	Essay writing: writing thesis statement, different types of essays.	<ul style="list-style-type: none"> -Lecture discussion with multimedia - Interactive discussion -White board illustration -Multimedia presentation 	<ul style="list-style-type: none"> -Class Performance -Written Test -Question Answer 	CLO1
2	Business letter writing: structure of a business letter, different types of business letters.	<ul style="list-style-type: none"> - Socialized recitation - Lecture discussion with multimedia - Interactive discussion -White board illustration - Multimedia presentation - Question-answer session. 	<ul style="list-style-type: none"> - Class Performance - Written Test - Question Answer 	CLO1
3	Report writing: format of report,	- Interactive	- Class	
	practice report writing.	<ul style="list-style-type: none"> discussion - Whiteboard illustration - Lecture discussion with multimedia -Question-answer session - Video presentation. 	<ul style="list-style-type: none"> Performance - Quiz - Written Test - Question Answer 	CLO2

4-5	Resume and cover letter writing: drafting an impressive resume, drafting a persuasive letter.	<ul style="list-style-type: none"> - Interactive discussion -Whiteboard illustration - Lecture discussion with multi-media. - Demonstrations 	<ul style="list-style-type: none"> - Class Performance - Quiz - Written Test - Presentation 	CLO3
6	Interview strategies: handling job interviews.	<ul style="list-style-type: none"> -Socialized recitation -Lecture discussion with multimedia - Interactive discussion -White board illustration -Multimedia presentation -Question-answer session. 	<ul style="list-style-type: none"> - Class Performance - Written Test - Assignment - Presentation 	CLO2 & CLO3
7-8	Précis writing: summary writing strategies, practice writing summaries.	<ul style="list-style-type: none"> - Lecture discussion with multimedia - Interactive discussion -White board illustration - Multimedia presentation - Question-answer session. 	<ul style="list-style-type: none"> - Class Performance - Quiz - Written Test - Presentation 	CLO2 & CLO3
9-10	Phonetics: identify correct English pronunciation, distinguish between Bangla and English pronunciations, and practice for improvement.	<ul style="list-style-type: none"> - Interactive discussion - Whiteboard illustration - Lecture discussion with multi media -Question-answer session - Video presentation. 	<ul style="list-style-type: none"> -Class Performance -Written Test -Question Answer 	CLO2 & CLO3
11-12	Presentation skills: the art of	<ul style="list-style-type: none"> - Interactive 	<ul style="list-style-type: none"> - Class 	

	public speaking, basics of good presentations, give convincing presentations.	<ul style="list-style-type: none"> discussion -Whiteboard illustration - Lecture discussion with multi-media. - Demonstrations - Problem solving tasks 	<ul style="list-style-type: none"> Performance -Written Test -Oral Test 	CLO3
13	Soft skills: definition, types and importance of soft skills, strategies of improving soft skills.	<ul style="list-style-type: none"> - Interactive discussion - Group discussion - Brain storming session - Group exercise - Written assignment 	<ul style="list-style-type: none"> Question and Answer/ Group Work 	CLO3
14	Strategies for reading: reading strategies, different sub-skills of reading, reading practice, develop note taking skills.	<ul style="list-style-type: none"> - Interactive discussion -Whiteboard illustration - Lecture discussion with multimedia. - Demonstrations - Problem solving tasks 	<ul style="list-style-type: none"> Quiz and Test/Group Work 	CLO3

16. GED 0410 2111: Business Statistics

- 1) **Course Title: Business Statistics**
- 2) **Course Code: GED 0410 2111**
- 3) **BNQF Code: 0410**
- 4) **Credit Value: 3.0**
- 5) **Credit Hour: 3 (Three)**
- 6) **Level: 2nd Year 1st Semester**
- 7) **Course Type: GED**
- 8) **Department: Department of Business Administration**
- 9) **Faculty: Faculty of Business Studies**
- 10) **Program: Bachelor of Business Administration (BBA)**

11) **Course Contents:**

1. **Introduction:** Overview of the course, history. Introduction and basics of statistics, data management (Frequency distribution, presentation, collection, processing of data etc.), uses, importance and limitations of statistics.
2. **Measures of Location and Dispersion:** Arithmetic mean, geometric mean, harmonic mean, median, mode, and their computation, advantage, disadvantage and uses, absolute measures: range, mean deviation, quartile deviation, standard deviation, relative measures: Co-efficient of variation, Lorenz curve, skewness, moments, kurtosis- their computation and uses.
3. **Index Numbers:** Price relatives, computing aggregative and average price index both for unweighted and weighted methods, tests for perfection, chain index, value index, some important price indexes: Consumer price index, index number of industrial productions etc.
4. **Time Series Data and Business Forecasting:** Importance in business, time series patterns, forecasting by different methods like least square method. Moving averages and exponential smoothing, trend projection, seasonality and trend analysis.
5. **Sampling and Sampling Distribution:** Sample, population, existent population, hypothetical population, selection of sample through different sampling methods, census, sample size, statistical regularity, point estimation, sampling distributions, sampling distribution of sample mean, sampling distribution of sample proportion,

properties of point estimators. of error and the interval estimation for single population proportion and difference between two population proportions, determining the sample size.

6. **Hypothesis Tests:** Developing null and alternative hypotheses, Type I and Type II errors,

Population mean with σ known: One tailed test — Two tailed test for single population mean and difference between two population means, Population mean with σ unknown:

One tailed test — Two tailed test for single population mean and difference between two population means, Population proportion: One tailed test — Two tailed test for single population proportion and difference between two population proportions, Population variance: One tailed test – Two tailed test for single population variance and difference between two population variances, Goodness of fit test: Test for a multinomial population, test of homogeneity, test of independence.

7. **Analysis of Variance:** An introduction to experimental design and analysis of variance (ANOVA), Analysis of variance and the completely randomized design: between-treatments estimates of population variance, within-treatments estimates of population variance, comparing the variance estimates- the F test, ANOVA table, testing for the equality of k population: an observational study, Multiple comparison procedure: Fisher's LSD, Randomized block design: ANOVA procedures with practical examples, computation and conclusions.

8. **Correlation and Regression:** Assumptions of linear regression model, fitting regression line, standard error of the estimates, coefficient of determination, interpretation of the regression parameters, types of correlation, estimating sample correlation (Karl Pearson), Spearman's rank correlation, significance test of sample correlation and regression parameters.

Week wise Course plan, Teaching Learning and Assessment Strategy mapped with CLOs

Week (s)	Topic	Teaching Learning Strategy	Assessment Strategy	Corresponding CLOs
1	Introduction: Overview of the course, history. Introduction and basics of statistics, data management (Frequency distribution, presentation, collection, processing of data etc.), uses, importance and limitations of statistics.	- Lecture discussion with multimedia - Interactive discussion -White board illustration - Multimedia	-Class Performance -Written Test -Question Answer	CLO1
		presentation -Question-answer session.		
2-3	Measures of Location and Dispersion: Arithmetic mean, geometric mean, harmonic mean, median, mode, and their computation, advantage, disadvantage and uses, absolute measures: range, mean deviation, quartile deviation, standard deviation, relative measures: Co-efficient of variation, Lorenz curve, skewness, moments, kurtosis- their computation and uses.	- Lecture discussion with multimedia - Interactive discussion -White board illustration - Multimedia presentation - Question-answer session.	- Class Performance - Written Test - Question Answer	CLO1
4-5	Index Numbers: Price relatives, computing aggregative and average price index both for unweight and weighted methods, tests for perfection, chain index, value index, some important price indexes: Consumer price index, index number of industrial productions etc.	- Interactive discussion - Whiteboard illustration - Lecture discussion with multi media - Question-answer session	- Class Performance - Quiz - Written Test - Question Answer	CLO2
6-7	Time Series Data and Business Forecasting: Importance in business, time series patterns, forecasting by different methods like least square method. Moving averages and exponential smoothing, trend projection, seasonality and trend analysis.	- Interactive discussion -Whiteboard illustration - Lecture discussion with multi-media. - Demonstrations - Problem solving tasks	- Class Performance - Quiz - Written Test - Presentation	CLO3

8-9	Sampling and Sampling Distribution: Sample, population, existent population, hypothetical population, selection of sample through different sampling methods, census, sample size, statistical regularity, point estimation, sampling distributions, sampling distribution of sample mean, sampling distribution of sample proportion, properties of point estimators. of error and the interval estimation for single population proportion and difference between two population proportions, determining the sample size.	<ul style="list-style-type: none"> - Socialized recitation - Lecture - discussion with multimedia - Interactive discussion -White board illustration - Multimedia presentation - Question-answer session. 	<ul style="list-style-type: none"> - Class Performance - Written Test - Assignment - Presentation 	CLO2 & CLO3
10-11	Hypothesis Tests: Developing null and alternative hypotheses, Type I and Type II	<ul style="list-style-type: none"> - Lecture discussion with multimedia - 	<ul style="list-style-type: none"> - Class Performance 	
	errors, Population mean with σ known: One tailed test — Two tailed test for single population mean and difference between two population means, Population mean with unknown: One tailed test — Two tailed test for single population mean and difference between two population means, Population proportion: One tailed test — Two tailed test for single population proportion and difference between two population proportions, Population variance: One tailed test – Two tailed test for single population variance and difference between two population variances, Goodness of fit test: Test for a multinomial population, test of homogeneity, test of independence.	<ul style="list-style-type: none"> - Interactive discussion - White board illustration - Multimedia presentation - Question-answer session. 	<ul style="list-style-type: none"> - Quiz - Written Test - Presentation 	CLO2 & CLO3
12-13	Analysis of Variance: An introduction to experimental design and analysis of variance (ANOVA), Analysis of variance and the completely randomized design: between-treatments estimates of population variance, within-treatments estimates of population variance, comparing the variance estimates- the F test, ANOVA table, testing for the equality of k population: an observational study, Multiple comparison procedure: Fisher's LSD, Randomized block design: ANOVA procedures with	<ul style="list-style-type: none"> - Interactive discussion - Whiteboard illustration - Lecture discussion with multi media - Question-answer session 	<ul style="list-style-type: none"> -Class Performance -Written Test -Question Answer 	CLO2 & CLO3

	practical examples, computation and conclusions.			
14	<p>Correlation and Regression: Assumptions of linear regression model, fitting regression line, standard error of the estimates, coefficient of determination, interpretation of the regression parameters, types of correlation, estimating sample correlation (Karl Pearson), Spearman's rank correlation, significance test of sample correlation and regression parameters.</p>	<ul style="list-style-type: none"> - Interactive discussion - Whiteboard illustration - Lecture - Demonstrations - Problem solving tasks 	<ul style="list-style-type: none"> - Class Performance - Written Test - Oral Test 	CLO3

17. GED 0410 2115: Introduction to Computer in Business

- 1) **Course Title: Introduction to Computer in Business**
- 2) **Course Code: GED 0410 2115**
- 3) **BNQF Code: 0410**
- 4) **Credit Value: 3.0**
- 5) **Credit Hour: 3 (Three)**
- 6) **Level: 2nd Year 1st Semester**
- 7) **Course Type: GED**
- 8) **Department: Department of Business Administration**
- 9) **Faculty: Faculty of Business Studies**
- 10) **Program: Bachelor of Business Administration (BBA)**
- 11) **Course Contents:**
 1. **Introduction to Computer and ICT:** Computer & its Historical Evolution- Classification of Computers- Introduction to Computer Systems- Information & Communication Technology (ICT)- Applications of Computer and ICT.
 2. **Software:** Introduction- Classification- System Software- Application Software- Package Programs- Relationship between Hardware and Software- Introduction to Word Processor Microsoft Word- Desktop Publishing- Spreadsheet Analysis – Microsoft Excel- Presentation Packages - Microsoft PowerPoint- Database fundamentals - Microsoft Access- Photo Editor –Photoshop- Computer Languages- Software Development Life Cycle.
 3. **Number Systems and Digital Logic:** Number Systems - Binary, Octal, Decimal and Hexadecimal- Number Conversions- Binary Arithmetic- Data representation- Data, information and Codes, ASCII and Unicode- Logic Gates- Truth tables- Universal Gates Boolean Theorems- De Morgan’s Theorems- Clock Signal.
 4. **Hardware:** Microcomputer Components- Working Principle of Microcomputer Motherboard, Cards, Ports, Buses- Computer Speed. Memory and Storage devices: General Properties- Memory Hierarchies- Measure of memory capacity- Primary & Secondary Memory. Input and Output Devices: Keyboard, Mouse, Scanner, Monitor, Printer, Webcam, Speaker, and Projector. CPU and Microprocessor: Organization of a Microprocessor Arithmetic and Logic Unit- Control Unit- Registers- Commercial Microprocessor.

5. **Operating System and Utility Software:** Introduction- Classification and tasks of Operating System- File Management and Utility software- Some Commercial and Open-source OS.
6. **Computer Communication & Network:** Introduction- Types of Networks- Network Terminologies- Network Devices- LAN Topology- Transmission Media- Submarine Cable Optical Fiber Backbone- Network Interface Cards and Protocols- WAN Characteristics Bandwidth and Switching- Telecommunications – Telephone- Satellite- Wireless Systems PSVSAT- Mobile Systems.
7. **Internet and E-mail:** Evolution of Internet, Important Terminologies- Working Principle of the Internet- Internet Services- Internet Address- Internet protocol- Electronic Mail- World Wide Web.
8. **Web Development:** How Web Works- HTTP Protocol Basics- HTML Overview- Website Development Tools Overview- Introduction to Cascade Style Sheet (CSS)- Content Management System (CMS)- Website Design- Website Hosting.
9. **Computers and Society:** E-commerce - Benefits & Drawbacks- Technologies- Electronic Payment System and Security- Various Aspects of E-governance & Digital Bangladesh.
- 10 **Computer Troubleshooting & Maintenance:** Troubleshooting concept-Hardware maintenance- Software maintenance- Security Problems- Protective measures- Virus and Anti- virus.

Week wise Course plan, Teaching Learning and Assessment Strategy mapped with CLOs

Week	Topic	Teaching Learning Strategy	Assessment Strategy	Corresponding CLOs
1-2	Introduction to Computer and ICT: Computer & its Historical Evolution- Classification of Computers- Introduction to Computer Systems- Information & Communication Technology (ICT)- Applications of Computer and ICT.	- Socialized recitation - Lecture discussion with multimedia - - Interactive discussion - White board illustration - Multimedia presentation	-Class Performance -Written Test -Question Answer	CLO1

3-4	Software: Introduction- ClassificationSystem Software- Application SoftwarePackage Programs- Relationship between Hardware and Software- Introduction to Word Processor Microsoft Word- Desktop Publishing- Spreadsheet Analysis – Microsoft Excel- Presentation Packages - Microsoft PowerPoint- Database fundamentals - Microsoft Access- Photo Editor –Photoshop- Computer LanguagesSoftware Development Life Cycle.	Lecture discussion with multimedia -Interactive discussion -White board illustration - Multimedia presentation -Question-answer session.	Class Performance - Written Test - Question Answer	CLO1
5	Number Systems and Digital Logic: Number Systems - Binary, Octal, Decimal and Hexadecimal- Number ConversionsBinary Arithmetic- Data representationData, information and Codes, ASCII and Unicode- Logic Gates- Truth tablesUniversal Gates Boolean Theorems- De Morgan’s Theorems- Clock Signal.	Interactive discussion - Whiteboard illustration Lecture discussion with multi media - Question-answer session	Class Performanc e - Quiz - Written Test - Question Answer	CLO2
6-7	Hardware: Microcomputer ComponentsWorking Principle of Microcomputer Motherboard, Cards, Ports, BusesComputer Speed. Memory and Storage devices: General Properties- Memory Hierarchies-Measure of memory capacityPrimary & Secondary Memory. Input and Output Devices: Keyboard, Mouse, Scanner, Monitor, Printer, Webcam, Speaker, and Projector. CPU and Microprocessor: Organization of a Microprocessor Arithmetic and Logic UnitControl Unit- Registers- Commercial Microprocessor.	Interactive discussion -Whiteboard illustration - Lecture discussionwith multi-media. - Demonstrations	Class Performanc e - Quiz - Written Test - Presentation	CLO3
8	Operating System and Utility Software: Introduction- Classification and tasks of Operating System- File Management and Utility software-Some Commercial and Open-source OS.	Lecture discussion with multimedia -Interactive discussion - White board illustration - Multimedia presentation -Question-answer session.	Class Performance - Written Test - Assignment - Presentation	CLO2 & CLO3

9-10	Computer Communication & Network: Introduction- Types of Networks- Network Terminologies- Network Devices- LAN Topology- Transmission Media- Submarine Cable Optical Fiber Backbone- Network Interface Cards and Protocols WAN Characteristics Bandwidth and Switching- Telecommunications – Telephone- Satellite- Wireless Systems PSVSAT- Mobile Systems.	<ul style="list-style-type: none"> - Lecture discussion with multimedia - Interactive discussion -White board illustration - Multimedia presentation - Question-answer 	<ul style="list-style-type: none"> - Class Performance - Quiz - Written Test - Presentation 	CLO2 & CLO3
		session.		
11	Internet and E-mail: Evolution of Internet, Important Terminologies- Working Principle of the Internet- Internet Services- Internet Address- Internet protocol- Electronic Mail- World Wide Web.	<ul style="list-style-type: none"> - Interactive discussion - Whiteboard illustration - Lecture discussion with multi media - presentation. 	<ul style="list-style-type: none"> - Class Performance - Written Test - Question Answer 	CLO2 & CLO3
12	Web Development: How Web Works- HTTP Protocol Basics- HTML Overview- Website Development Tools Overview- Introduction to Cascade Style Sheet (CSS)- Content Management System (CMS)- Website Design- Website Hosting.	<ul style="list-style-type: none"> - Interactive discussion - Lecture discussion - Demonstrations 	<ul style="list-style-type: none"> - Class Performance - Written Test - Oral Test 	CLO3
13	Computers and Society: E-commerce - Benefits & Drawbacks- Technologies- Electronic Payment System and Security- Various Aspects of E-governance & Digital Bangladesh.	<ul style="list-style-type: none"> - Interactive discussion - Group discussion - Group exercise - Written assignment 	<ul style="list-style-type: none"> - Question and Answer/ Group Work 	CLO3
14	Computer Troubleshooting & Maintenance: Troubleshooting concept- Hardware maintenance- Software maintenance- Security Problems- Protective measures- Virus and Anti- virus.	<ul style="list-style-type: none"> - Interactive discussion - Whiteboard illustration - Lecture - Demonstrations - Problem solving tasks 	<ul style="list-style-type: none"> - Quiz and Test/Group Work 	CLO3

18. BBA 0413 2201: Business Communication

- 1) **Course Title: Business Communication**
- 2) **Course Code: BBA 0413 2201**
- 3) **BNQF Code: 0413**
- 4) **Credit Value: 3.0**
- 5) **Credit Hour: 3 (Three)**
- 6) **Level: 2nd Year 2nd Semester**
- 7) **Course Type: Core**
- 8) **Department: Department of Business Administration**
- 9) **Faculty: Faculty of Business Studies**
- 10) **Program: Bachelor of Business Administration (BBA)**

11) Course Contents:

1. **Understanding workplace communication:** The Role of Communication in Business-
The
Importance of Communication Skills- Why Business Depends upon Communication-
Current Challenges for Business Communicators- Main Categories of Business
Communication- Communication Networks of the
Organization-Variation in
Communication Activity by Business- The Business Communication Process-Business
Communication Model.
2. **Adapting your Words to your Readers:** The Importance of Adaptation, Suggestions
for
Selecting Words, Use Technical Words and Acronyms with Caution, Avoid Overuse of
Camouflaged Verbs, Select Words for Precise Meanings, Suggestions
for
Nondiscriminatory Writing.
1. **Constructing clear sentences and paragraphs:** The Importance of Adaptation -Care in
Sentence Design -Using Short Sentences -Limiting Sentence Content -Economizing on
Words
2. -Determining Emphasis in Sentence Design -Wording Sentences Logically -Care in
Paragraph Design.

3. **Writing for a positive effect:** The Importance of a Positive Effect -Conversational Style, You-Viewpoint, Accent on Positive Language, Courtesy -The Role of Emphasis.
4. **Choosing the Best Process and Form:** The Importance of Skillful Writing -The Process of Writing -The Importance of Readable Formatting of Letters, Memorandums, Emails The Newer Media in Business Writing
5. **Getting to the Point in Good-News and Neutral Message:** The Prevalence of Directness in Business -Preliminary Assessment -The General Direct Plan -Routine Inquiries, Favorable Responses, Adjustment Grants, Order Acknowledgments and Other Thank-You Messages, Operational Messages, Other Direct Message Situations
6. **Maintaining Goodwill in Bad-News Message:** Discuss Situations Requiring Indirectness - Elaborate the General Indirect Plan, -Refused Requests, Claims, Adjustment Refusals, Negative Announcements, and Other Indirect Messages.
7. **Preparing Informative and Influential Business Reports:-**Describe the Rationale for Indirectness -General Advice about Persuasion -Persuasive Requests, Sales Messages, andProposals.
8. **Communicating in the Job-Search Process:** The Job Search, Preparing the Application Documents, Constructing the Résumé, Writing the Cover Message, Handling the Interview,Following Up and Ending the Application,
9. **Basics of Report Writing:** Reports and Your Future, Defining Reports -Determining the Report Purpose, Determining the Factors, Gathering the Information Needed, Interpreting the Findings, Organizing the Report Information, Writing the Report, Collaborative Report Writing.
10. **Types of Business Reports:** An Overview of Report Components, Characteristics of Shorter Reports, Forms of Shorter Reports, Types of Short Reports, Components of Long, Formal Reports, The Structural Coherence Plan, The Long Analytical Report Illustrated.
11. **Oral and Interpersonal Communication:** The Prevalence of Oral Communication, Informal Talking, Conducting and Participating in Meetings, Using the Phone, Using

Speech Recognition for Messages and Reports, Listening, The Reinforcing Role of Nonverbal Communication.

12. Oral Reporting and Public Speaking: Mastering Formal Speaking, Reporting Orally, Making Formal Speeches, Preparing to Speak, Giving Team (Collaborative) Presentations, Presenting Virtually.

Week wise Course plan, Teaching Learning and Assessment Strategy mapped with CLOs

Week (s)	Topic	Teaching Learning Strategy	Assessment Strategy	Corresponding CLOs
1-2	Understanding workplace communication: The Role of Communication in Business- The Importance of Communication Skills- Why Business Depends upon Communication- Current Challenges for Business Communicators- Main Categories of Business Communication- Communication Networks	-Socialized recitation -Lecture discussion with multimedia -Interactive	-Class Performance -Written Test -Question Answer	CLO1
	of the Organization-Variation in Communication Activity by Business- The Business Communication Process- Business Communication Model.	discussion -White board illustration - Multimedia presentation -Question-answer session.		
3-4	Adapting your Words to your Readers: The Importance of Adaptation, Suggestions for Selecting Words, Use Technical Words and Acronyms with Caution, Avoid Overuse of Camouflaged Verbs, Select Words for Precise Meanings, Suggestions for Nondiscriminatory Writing.	- Socialized recitation - Lecture discussion with multimedia - Interactive discussion -White board illustration - Multimedia presentation - Question-answer session.	- Class Performance - Written Test - Question Answer	CLO1

5	<p>Constructing clear sentences and paragraphs: The Importance of Adaptation -Care in Sentence Design - Using Short Sentences -Limiting Sentence Content Economizing on Words</p> <p>-Determining Emphasis in Sentence Design Wording Sentences Logically -Care in Paragraph Design.</p>	<ul style="list-style-type: none"> - Interactive discussion - Whiteboard illustration - Lecture discussion with multi media -Question-answer session - Video presentation. 	<ul style="list-style-type: none"> - Class Performance - Quiz - Written Test - Question Answer 	CLO2
6-7	<p>Writing for a positive effect: The Importance of a Positive Effect - Conversational Style, You-Viewpoint, Accent on Positive Language, Courtesy -The Role of Emphasis.</p> <p>Choosing the Best Process and Form: The Importance of Skillful Writing -The Process of Writing -The Importance of Readable Formatting of Letters, Memorandums, Emails -The Newer Media in Business Writing</p>	<ul style="list-style-type: none"> - Interactive discussion -Whiteboard illustration - Lecture discussion with multi-media. - Demonstrations 	<ul style="list-style-type: none"> - Class Performance - Quiz - Written Test - Presentation 	CLO3
8-9	<p>Getting to the Point in Good-News and Neutral Message: The Prevalence of Directness in Business -Preliminary Assessment -The General Direct Plan Routine Inquiries, Favorable Responses, Adjustment Grants, Order Acknowledgments and Other Thank-You Messages, Operational Messages, Other Direct Message Situations</p>	<ul style="list-style-type: none"> -Socialized recitation -Lecture discussion with multimedia - Interactive discussion -White board illustration -Question-answer 	<ul style="list-style-type: none"> - Class Performance - Written Test - Assignment - Presentation 	CLO2 & CLO3
10	<p>Maintaining Goodwill in Bad-News Message: Discuss Situations Requiring Indirectness - Elaborate the General Indirect Plan, -Refused Requests, Claims, Adjustment Refusals, Negative Announcements, And Other Indirect Messages.</p> <p>Preparing Informative and Influential Business Reports:-Describe the Rationale for Indirectness -General Advice about Persuasion -Persuasive Requests, Sales Messages, andProposals.</p>	<ul style="list-style-type: none"> -Socialized recitation -Lecture discussion with multimedia - Interactive discussion -White board illustration -Question-answer session. 	<ul style="list-style-type: none"> - Class Performance - Quiz - Written Test - Presentation 	CLO2 & CLO3

11	<p>Communicating in the Job-Search Process: The Job Search, Preparing the Application Documents, Constructing the Résumé, Writing the Cover Message, Handling the Interview, Following Up and Ending the Application,</p>	<ul style="list-style-type: none"> - Interactive discussion - Question-answer session - Video presentation. 	<ul style="list-style-type: none"> -Class Performance -Written Test -Question Answer 	<p>CLO2 & CLO3</p>
12	<p>Basics of Report Writing: Reports and Your Future, Defining Reports Determining the Report Purpose, Determining the Factors, Gathering the Information Needed, Interpreting the Findings, Organizing the Report Information, Writing the Report, Collaborative Report Writing.</p>	<ul style="list-style-type: none"> - Interactive discussion -Whiteboard illustration - Lecture - Demonstrations 	<ul style="list-style-type: none"> - Class Performance - Written Test - Oral Test 	<p>CLO3 & CLO4</p>
13	<p>Types of Business Reports: An Overview of Report Components, Characteristics of Shorter Reports, Forms of Shorter Reports, Types of Short Reports, Components of Long, Formal Reports, The Structural Coherence Plan, The Long Analytical Report Illustrated.</p>	<ul style="list-style-type: none"> - Interactive discussion - Group discussion - Brain storming session - Group exercise - Written assignment 	<p>Question and Answer/ Group Work</p>	<p>CLO3 & CLO4</p>
14	<p>Oral and Interpersonal Communication: The Prevalence of Oral Communication, Informal Talking, Conducting and Participating in Meetings, Using the Phone, Using Speech Recognition for Messages and Reports, Listening, The Reinforcing Role of Nonverbal Communication.</p> <p>Oral Reporting and Public Speaking: Mastering Formal Speaking, Reporting Orally, Making Formal Speeches, Preparing to Speak, Giving Team (Collaborative) Presentations, Presenting Virtually.</p>	<ul style="list-style-type: none"> - Interactive discussion -Whiteboard illustration - Lecture discussion with multimedia. - Demonstrations 	<p>Quiz and Test/Group Work</p>	<p>CLO4</p>

19. BBA 0412 2203: Insurance and Risk Management

- 1) **Course Title: Insurance and Risk Management**
- 2) **Course Code: BBA 0412 2203**
- 3) **BNQF Code: 0412**
- 4) **Credit Value: 3.0**
- 5) **Credit Hour: 3 (Three)**
- 6) **Level: 2nd Year 2nd Semester**
- 7) **Course Type: Core**
- 8) **Department: Department of Business Administration**
- 9) **Faculty: Faculty of Business Studies**
- 10) **Program: Bachelor of Business Administration (BBA)**

11) Contents:

1. **Introduction:** Definition of Insurance-Nature and Objective of insurance-Kinds of insurance -Insurance with Gambling and Charity-Insurance and Hedging Cost of Insurance to Society- Islamic insurance- Banc assurance.
2. **Importance of Insurance:** Importance of Insurance to the individuals-Importance of insurance to the business-Importance of Insurance to the economy-Importance of Insurance to the Society.
3. **Insurance Contract:** Concept of Insurance Contract-General contract-Insurable interest- Utmost good faith-Warranties-Proximate cause etc.
4. **Life Insurance:** Concept and Nature of life Insurance-Nature of general contract- Insurable interest-Utmost good faith-Warranties, Proximate cause for life insurance- Classification of policies.
5. **Mortality Table and Risk Measurement:** Concept of Mortality Table-Death rate calculation- Survival rate calculation-Some mathematical problems and solutions.
6. **Calculation of Premium:** The concept of insurance premium-Calculation methods- Net Single Premium-Net Annual Premium- Real life mathematical problems and solutions.
7. **Marine Insurance:** Definition-Classification of marine insurance-Features of marine insurance contracts-Different types of marine insurance policy-Conditions-

Marine Losses- Proximate causes-Payment of claims-Mathematical problems and solutions.

8. **Fire Insurance:** Definition and causes of fire-Nature and use of fire insurance-Prevention of loss-Fire insurance contract-Different types of fire insurance policy-Payment of Claims- Mathematical problems and solutions.
9. **Risk Management:** Different meaning of Risk-Direct versus Indirect Expected Losses-
General Types of Risk-Types of Risk Facing Businesses and Individuals-The risk management process-Risk management methods.
10. **Risk Identification and Measurement:** Risk identification-Identify business risk exposures- Identifying individual exposures- Basic Concepts from Probability and Statistics: random variables and probability-distributions-Characteristics of Probability distribution.

Week wise Course plan, Teaching Learning and Assessment Strategy mapped with CLOs

Week(s)	Topic	Teaching Learning Strategy	Assessment Strategy	Corresponding CLOs
1-2	Introduction: Definition of Insurance Nature and Objective of insurance-Kinds of insurance -Insurance with Gambling and Charity Insurance and Hedging Cost of Insurance to Society- Islamic insurance-banc assurance.	-Socialized recitation -Lecture discussion with multimedia - Interactive discussion -Multimedia presentation -Question-answer session.	-Class Performance -Written Test -Question Answer	CLO1
3	Importance of Insurance: Importance of Insurance to the individuals- Importance of insurance to the business Importance of Insurance to the economy-Importance of Insurance to the Society.	-Lecture discussion with multimedia - Interactive discussion -Multimedia presentation	- Class Performance - Written Test - Question Answer	CLO1

4	Insurance Contract: Concept of Insurance Contract-General contract-Insurable interest-Utmost good faith-Warranties-Proximate cause etc.	<ul style="list-style-type: none"> - Interactive discussion - Whiteboard illustration - Lecture discussion with multi media - Question-answer session 	<ul style="list-style-type: none"> - Class Performance - Quiz - Written Test - Question Answer 	CLO2
5-6	Mortality Table and Risk Measurement: Concept of Mortality Table-Death rate calculation-Survival rate calculation-Some mathematical problems and solutions.	<ul style="list-style-type: none"> - Interactive discussion -Whiteboard illustration - Lecture discussion with multi-media. - Demonstrations - Problem solving tasks 	<ul style="list-style-type: none"> - Class Performance - Quiz - Written Test - Presentation 	CLO3
7-8	Calculation of Premium: The concept of insurance premium-Calculation methods-Net Single Premium-Net Annual Premium- Real life mathematical problems and solutions.	<ul style="list-style-type: none"> -Lecture discussion with multimedia -Interactive discussion -White board illustration -Multimedia presentation -Question-answer session. 	<ul style="list-style-type: none"> - Class Performance - Written Test - Assignment - Presentation 	CLO2 & CLO3
9-10	Marine Insurance: DefinitionClassification of marine insurance-	-Lecture discussion with multimedia	- Class Performance	
	Features of marine insurance contractsDifferent types of marine insurance policy-Conditions-Marine Losses-Proximate causes-Payment of claimsMathematical problems and solutions.	<ul style="list-style-type: none"> - Interactive discussion -White board illustration -Multimedia presentation - Question-answer session. 	<ul style="list-style-type: none"> - Quiz - Written Test - Presentation 	CLO2 & CLO3
11	Fire Insurance: Definition and causes of fire-Nature and use of fire insurancePrevention of loss-Fire insurance contract-Different types of fire insurance policy-Payment of Claims-Mathematical problems and solutions.	<ul style="list-style-type: none"> - Interactive discussion - Whiteboard illustration - Lecture discussion with multi media -Question-answer session 	<ul style="list-style-type: none"> -Class Performance -Written Test -Question Answer 	CLO2 & CLO3

		- Video presentation.		
12	Risk Management: Different meaning of Risk-Direct versus Indirect Expected Losses- General Types of Risk-Types of Risk Facing Businesses and Individuals-The risk management process-Risk management methods.	- Interactive discussion - Whiteboard illustration - Lecture discussion with multi-media. - Demonstrations	- Class Performance - Written Test - Oral Test	CLO3
13	Life Insurance: Concept and Nature of life Insurance-Nature of general contractInsurable interest-Utmost good faith-Warranties, Proximate cause for life insurance- Classification of policies.	- Interactive discussion - Group discussion - Brain storming session - Group exercise - Written assignment	Question and Answer/ Group Work	CLO3
14	Risk Identification and Measurement: Risk identification-Identify business risk exposures- Identifying individual exposures- Basic Concepts from Probability and Statistics: random variables and probability-distributionsCharacteristics of Probability distributions.	- Interactive discussion -Whiteboard illustration - Lecture discussion with multimedia. - Demonstrations - Problem solving tasks	Quiz and Test/Group Work	CLO4

20. BBA 0414 2205: Marketing Management

- 1) **Course Title: Marketing Management**
- 2) **Course Code: BBA 0414 2205**
- 3) **BNQF Code: 0414**
- 4) **Credit Value: 3.0**
- 5) **Credit Hour: 3 (Three)**
- 6) **Level: 2nd Year 2nd Semester**
- 7) **Course Type: Core**
- 8) **Department: Department of Business Administration**
- 9) **Faculty: Faculty of Business Studies**
- 10) **Program: Bachelor of Business Administration (BBA)**

11) **Course Contents:**

1. Definition of Marketing Management- Exchange & Transaction- What is Marketed- Eight Demand States- Consumer Market Vs Business Market- how Business & Marketing are Changing- Company Orientation Towards the Marketing Environment)- Marketplace (The Production Concept- The Product Concept- The Selling Concept- The Marketing Concept
2. The Holistic Marketing Concept)- 4P's Vs. 4 C's- Fundamental Marketing Concepts- Trends,& Tasks(Needs, Wants, & Demands, Target Market, Positioning,& Segmentation, Marketing Offerings, Brands, Customer Value & Customer Satisfaction, Marketing Channel, Supply Chain)
3. The Value Chain- Core Competencies The Central Role of Strategic Planning (Corporate Level, Division Level, Business Unit Level,& The Product Level)-Corporate & Division Strategic Planning- Three Intensive Growth Strategies (Product-Market Expansion Grid)- SWOT Analysis; Goal Formulation; Strategic Formulation(Porter's Generic Strategies, Strategic Alliances) - Contents of marketing plan
4. What Influences Consumer Behavior- The Buying Decision Process- The Business Market Vs the Consumer Market- Consumer Research Process- PESTAL Analysis.
5. **Identifying Market Segments & Targets & craft the brand positioning:** Niche Marketing- Segmenting Consumer Markets -Effective Segmentation Criteria.

6. **Dealing With Competition and driving growth:** Competitive forces – Identifying competitors - Analyzing competitors – Designing competitive strategies – Market leader strategies – Market challenger strategies – Market follower strategies – Niche strategies.
7. **Setting Product Strategy:** What is Product?- The Levels of Product; Product Classifications-
 The Product Hierarchy- Co-Branding; Product Mixes & Product Lines- Packaging & Labeling- product planning model- Developing New Market Offerings: Definition of new product – Challenges in developing new product – Organizational arrangements – Managing the new product development process – Product line decisions - Differentiation - Product lifecycle and marketing strategies- Branding strategies - Creating, and measuring brand equity – Packaging and labeling
8. **Developing Pricing Strategies & Programs:** Understanding Pricing- Setting the Price- Experience Curve- Price Discrimination- Promotional Pricing- price management- perceived pricing concept.
9. **Designing & Managing Integrated Marketing Communications:** The Role of Marketing Communications- The Communications Process Models- Developing Effective Communications- Deciding on the Marketing Communication Mix- Tools and Techniques for managing IMC.
10. **Marketing Communication Mix Strategy-** Factors in Setting Marketing Communication Mix.
11. **Delivering Value:** Marketing Channels- Consumer Marketing Channel- Industrial Marketing Channel- Channel Management Decision-VMS- HMS- Causes of Channel Conflict
12. **Managing a Holistic Organization for the long run Organizing, Implementing, and Controlling:** Managing holistic marketing organization
13. **Evaluation and control** – Types of marketing control – Marketing audit.

Week wise Course plan, Teaching Learning and Assessment Strategy mapped with CLOs

Weeks	Topic	Teaching Learning Strategy	Assessment Strategy	Corresponding CLOs
1-2	Definition of Marketing Management- Exchange & Transaction- What is Marketed- Eight Demand States- Consumer Market Vs Business Market- how Business & Marketing are Changing- Company Orientation Towards the Marketing Environment)- Marketplace (The Production Concept- The Product Concept- The Selling Concept- The Marketing Concept	-Socialized recitation -Lecture discussion with multimedia - Interactive discussion -Multimedia presentation	-Class Performance -Written Test -Question Answer	CLO1
3	The Holistic Marketing Concept)- 4P's Vs. 4 C's- Fundamental Marketing Concepts- Trends,& Tasks(Needs, Wants, & Demands, Target Market, Positioning,& Segmentation, Marketing Offerings, Brands, Customer Value & Customer Satisfaction, Marketing Channel, Supply Chain)	-Socialized recitation -Lecture discussion with multimedia - Interactive discussion	- Class Performance - Written Test - Question Answer	CLO1
4-5	The Value Chain- Core Competencies The Central Role of Strategic Planning (Corporate Level, Division Level, Business Unit Level ,& The Product Level)-Corporate & Division Strategic Planning- Three Intensive Growth Strategies (Product-Market Expansion Grid)- SWOT Analysis; Goal Formulation; Strategic Formulation(Porter's Generic Strategies, Strategic Alliances) - Contents of marketing plan	- Interactive discussion - Lecture discussion with multi media - Question-answer session - Video presentation.	- Class Performance - Quiz - Written Test - Question Answer	CLO2
6	What Influences Consumer Behavior- The Buying Decision Process- The Business Market Vs the Consumer Market- Consumer Research Process- PESTAL Analysis.	- Interactive discussion -Whiteboard illustration - Lecture discussion with multi-media.	- Class Performance - Quiz - Written Test - Presentation	CLO3

7	Identifying Market Segments & Targets & craft the brand positioning: Niche Marketing- Segmenting Consumer Markets - Effective Segmentation Criteria.	-Socialized recitation -Lecture discussion with multimedia - Interactive discussion	- Class Performance - Written Test - Assignment - Presentation	CLO2 & CLO3
8	Dealing With Competition and driving growth: Competitive forces	- Lecture discussion with multimedia	- Class Performance	
	- Identifying Competitors - Analyzing competitors – Designing competitive strategies – Market leader strategies – Market challenger strategies – Market follower strategies – Niche strategies.	- Interactive discussion -White board illustration - Multimedia presentation - Question-answer session.	- Quiz - Written Test - Presentation	CLO2 & CLO3
9	Setting Product Strategy: What is Product?- The Levels of Product; Product Classifications-The Product Hierarchy- Co-Branding; Product Mixes & Product Lines- Packaging & Labeling-product planning model- Developing New Market Offerings: Definition of new product – Challenges in developing new product – Organizational arrangements – Managing the new product development process – Product line decisions - Differentiation - Product lifecycle and marketing strategies- Branding strategies - Creating, and measuring brand equity – Packaging and labeling	- Interactive discussion - Whiteboard illustration - Lecture discussion with multi media - Question-answer session	-Class Performance -Written Test -Question Answer	CLO2 & CLO3
10	Developing Pricing Strategies & Programs: Understanding Pricing- Setting the Price- Experience Curve- Price Discrimination- Promotional Pricing- price management- perceived pricing concept.	- Interactive discussion - Whiteboard illustration - Lecture discussion with multi-media. - Demonstrations	- Class Performance - Written Test - Oral Test	CLO3 & CLO4

12	<p>Marketing Communication Mix Strategy- Factors in Setting Marketing Communication Mix.</p> <p>Delivering Value: Marketing Channels- Consumer Marketing Channel- Industrial Marketing Channel- Channel Management Decision-VMS- HMS- Causes of Channel Conflict</p>	<ul style="list-style-type: none"> - Interactive discussion - Whiteboard illustration - Lecture discussion with multimedia. 	Quiz and Test/Group Work	CLO4 & CLO5
13	<p>Managing a Holistic Organization for the long run Organizing, Implementing, and Controlling:</p> <p>Managing holistic marketing organization</p>	<ul style="list-style-type: none"> - Interactive discussion - Whiteboard illustration - Lecture discussion with multimedia. 		CLO3 & CLO4
14	<p>Evaluation and control – Types of marketing control – Marketing audit</p>	<ul style="list-style-type: none"> - Group exercise - Written assignment 		CLO3 & CLO4

21. GED 0410 2211: Micro Economics

- 1) **Course Title: Micro Economics**
- 2) **Course Code: GED 0410 2211**
- 3) **BNQF Code: 0414**
- 4) **Credit Value: 3.0**
- 5) **Credit Hour: 3 (Three)**
- 6) **Level: 2nd Year 2nd Semester**
- 7) **Course Type: GED**
- 8) **Department: Department of Business Administration**
- 9) **Faculty: Faculty of Business Studies**
- 10) **Program: Bachelor of Business Administration (BBA)**

11) **Course Contents:**

1. **Introduction (Nature and Scope of Economics):** Definition of Economics, Microeconomics and Macroeconomics, Major Economic Problems, Economic Systems, the Economic Way of Thinking.
2. **Demand, Supply, and Equilibrium:** Demand: Law of demand, the demand curve, shifting of a Demand Curve, change in the Quantity Demanded versus Change in Demand, Supply: Law of supply, The Supply Curve, shifting of a Supply Curve, A Change in the Quantity Supplied versus a Change in Supply, Market Equilibrium, Predicting Changes in Price and Quantity.
3. **Elasticity:** Price Elasticity of demand, Feature of price elasticity, Inelastic and Elastic Demand,
Total revenue and Elasticity, Income Elasticity of Demand, Cross Elasticity of Demand, Cross Elasticity of demand: Substitute and Complements, Elasticity of Supply, Determinants of elasticity of supply.
4. **Market and the competitive environment:** Market Types, Measures of Concentration, Limitations of a Concentration Measure, Problems related to different types of concentration.
5. **Markets for Factors of Production:** The Anatomy of Factor market, Value of Marginal Product, A Firm's Demand for Labor, Changes in a Firm's Demand for Labor, A Firm's

demand for capital Rental Markets, Land Rental Markets and Firm's Demand for natural resource Markets.

6. **Utility and Demand:** Consumption Choices, Utility-Maximizing choice, Predictions of Marginal Utility Theory, New Ways of Explaining Consumer Choices, Preferences and indifference curves.
7. **Production and Cost:** The Firm and its economic Problem, Short-run technology constraint, Short-run production costs, Long-run production costs.
8. **Pricing under Perfect Competition:** Perfect competition – Output, Price, and Profit in the Short run – Output, Price, and Profit in the long run.
9. **Pricing under Monopoly:** Monopoly – Monopoly Price-Setting Strategies – A Single-Price Monopoly's Output and Price Decision – Price discrimination – Monopoly regulation.
10. **Pricing under Monopolistic Competition and Oligopoly:** Monopolistic Competition – Price and Output in Monopolistic competition– Oligopoly – Oligopoly Games.

Week wise Course plan, Teaching Learning and Assessment Strategy mapped with CLOs

Weeks	Topic	Teaching Learning Strategy	Assessment Strategy	Corresponding CLOs
1-2	Introduction (Nature and Scope of Economics): Definition of Economics, Microeconomics and Macroeconomics, Major Economic Problems, Economic Systems, the Economic Way of Thinking.	-Socialized recitation -Lecture discussion with multimedia - Interactive discussion	-Class Performance -Written Test -Question Answer	CLO1

3-4	Demand, Supply, and Equilibrium: Demand: Law of demand, the demand curve, shifting of a Demand Curve, change in the Quantity Demanded versus Change in Demand, Supply: Law of supply, The Supply Curve, shifting of a Supply Curve, A Change in the Quantity Supplied versus a Change in Supply, Market Equilibrium, Predicting Changes in Price and Quantity.	-Lecture discussion with multimedia - Interactive discussion -White board illustration -Question-answer session.	- Class Performance - Written Test - Question Answer	CLO1
5-6	Elasticity: Price Elasticity of demand, Feature of price elasticity, Inelastic and Elastic Demand, Total revenue and Elasticity, Income Elasticity of Demand, Cross Elasticity of Demand, Cross Elasticity of demand: Substitute and Complements, Elasticity of Supply, Determinants of elasticity of supply.	- Interactive discussion - Whiteboard illustration - Lecture discussion with multi media - Question-answer session	- Class Performance - Quiz - Written Test - Question Answer	CLO2
7	Market and the competitive environment: Market Types, Measures of Concentration, Limitations of a Concentration Measure, Problems related to different types of concentration.	- Interactive discussion -Whiteboard illustration - Lecture discussion with multi-media. - Demonstrations	- Class Performance - Quiz - Written Test - Presentation	CLO3
8-9	Markets for Factors of Production: The Anatomy of Factor market, Value of Marginal Product, A Firm's Demand for Labor, Changes in a Firm's Demand for Labor, A Firm's demand for capital Rental Markets, Land Rental Markets and Firm's Demand for natural resource Markets.	- Lecture discussion with multimedia - Interactive discussion - White board illustration - Multimedia presentation - Question-answer session.	- Class Performance - Written Test - Assignment - Presentation	CLO2 & CLO3
10	Utility and Demand: Consumption Choices, Utility-Maximizing choice, Predictions of Marginal Utility Theory,	-Socialized recitation -Lecture	- Class Performance	

	New Ways of Explaining Consumer Choices, Preferences and indifference curves.	discussion with multimedia - Interactive discussion -White board illustration -Multimedia presentation - Question-answer session.	- Quiz - Written Test - Presentation	CLO2 & CLO3
11	Production and Cost: The Firm and its economic Problem, Short-run technology constraint, Short-run production costs, Long-run production costs.	- Interactive discussion - Whiteboard illustration - Lecture discussion with multi media -Question-answer session - Video presentation.	-Class Performance -Written Test -Question Answer	CLO2 & CLO3
12	Pricing under Perfect Competition: Perfect competition – Output, Price, and Profit in the Short run – Output, Price, and Profit in the long run.	- Interactive discussion - Lecture discussion with multi-media. - Demonstrations	- Class Performance - Written Test - Oral Test	CLO3
13	Pricing under Monopoly: Monopoly – Monopoly Price-Setting Strategies – A Single-Price Monopoly’s Output and Price Decision – Price discrimination – Monopoly regulation.	- Interactive discussion - Group discussion - Group exercise - Written assignment	Question and Answer/ Group Work	CLO3
14	Pricing under Monopolistic Competition and Oligopoly: Monopolistic Competition – Price and Output in Monopolistic competition– Oligopoly – Oligopoly Games.	- Interactive discussion -Whiteboard illustration - Lecture - Demonstrations	Quiz and Test/Group Work	CLO3

22. GED 0410 2213: History of the Emergence of Bangladesh

- 1) **Course Title: History of the Emergence of Bangladesh**
- 2) **Course Code: GED 0410 2213**
- 3) **BNQF Code: 0410**
- 4) **Credit Value: 3.0**
- 5) **Credit Hour: 3 (Three)**
- 7) **Level: 2nd Year 2nd Semester**
- 8) **Course Type: GED**
- 9) **Department: Department of Business Administration**
- 10) **Faculty: Faculty of Business Studies**
- 11) **Program: Bachelor of Business Administration (BBA)**

12) Course Contents:

1. **History and geography of Bengal:** Introduction of people and country including Land, Rivers, Hills, Tribes, Religion - Weather & Climate - Regional language etc. - Importance of learning history of the emergence of independent Bangladesh.
2. **Introduction to Bangladesh: History of Ancient and Medieval Bengal:** Land formation, early settlement, identity and ethnicity - Sasanka (The first independent king) - Matsyanyayam and its comparison with the present situation - Pala and Sena dynasty - Arrival of Muslim and fall of Sena Dynasty - First Independent Muslim Ruler: Fakhruddin Mubarak Shah (1338 – 50) - Contribution of Illias Shahi Dynasty (1342 – 1487) - Contribution of Hussain Shahi Dynasty (1494 – 1538) - Mughal Encounters with Bara Bhyiyans - Nawabism (Transition to Independence).
3. **Political History of British Colonial Rule in Bengal (1757-1857):** Beginning of trade by East India Company purchasing 3 villages (Kolikata, Govindapur, Sutanuti) by EIC at 1696 and gradual expansion of their business - Clashes with the Nawabs - Battle of Palashi and Battle of Buxar - Famine in 1770 - Act 1773: creating a post of Governor general - The Permanent Settlement of 1793 and The Sunset Law - Impact of Permanent Settlement - Different resistance Movement.

4. **British Colonial Bengal: Aspects of Nationalist Politics during the Colonial Rule (1857-1935):** Crown Rule 1858 - 1st Indian National Congress, 1885 - First Partition of Bengal in 1905 - Reactions of the elite Hindus - Formation of Muslim League in 1906 - Annulment of the partition of Bengal in 1911 - Swadeshi Movement - Morley Minto Reforms - Luknow Pact - Non-Cooperation and Khilafat Movement - Montagu–Chelmsford Reforms - Simon Commission – KPP.
5. **Emergence of Pakistan (1935-1947):** Government of India Act 1935 - Elections 1935-36 - Congress Ministries - Pakistan Resolution 1940 - Cripps Mission - Wavell Plan and Simla Conference - Elections 1945 - Tebhaga Movement - Cabinet Mission Plan - Arrival of Lord Mountbatten & Partition Plan - June 3rd Plan - Radcliffe Award.
6. **The Language Movement and the Rise of Political Identity:** Background of Language Movement - Events of Language Movement - Impact of Language Movement - Rise of Political Autonomy - Rise and development of Awami League - United Front Election and its Aftermath.
7. **Disparity and Quest for Autonomy between Pakistan:** Constitution of Pakistan, 1956 - Military Takeover, 1958 - The Basic Democracies Order, 1959 - Constitution of Pakistan, 1962 - Education movement, 1962 - Six Points Movement.
8. **Mass Movements Rise of Yahya and Elections of 1970:** Agartala conspiracy case - 11 points of the students - Mass upsurge - Rise of Yahya - Legal Framework Order - Reactions of LFO - Participation of political parties in election - Reactions of LFO - Election Manifesto - Reasons of Late Election - The situation before election - Election Result - Non Cooperation Movement - 7th March 1971.
9. **Emergence of Bangladesh: Liberation War of 1971 (I):** Operation searchlight - Military crackdown - Government in Exile - Teliapara Documents - War Strategies - War Sectors - Training of Freedom Fighters - Refugee Crisis.
10. **Emergence of Bangladesh: Liberation War of 1971 (II):** Forces of the War - Role of Mass People - Role of Students - Women in Liberation War - Role of Big Powers - Role of Global Media - War in Cultural front - Anti-liberal forces – Independence.
11. **Constitution of Bangladesh: Draft, Basic Features and Amendments:** What is a

Constitution? - History of Bangladesh's Constitutional Development - Salient Features of Bangladesh Constitution - Major Amendments - Bangladesh Constitution: Framing of the Constitution in 1972 - Basic Features of the Constitution – Drawback - Amendments of the Constitution.

- 12. Bangabandhu Sheikh Mujibur Rahman –The Father of the Nation and Early days of Bangladesh:** Bangladesh in 1973-1975, Building a new political structure - January 25, 1975: The introduction of one-party system and 4th amendment - Bangabandhu in parliament - Other changes through 4th amendment - 15th August, 1975.

Week wise Course plan, Teaching Learning and Assessment Strategy mapped with CLOs

Weeks	Topic	Teaching Learning Strategy	Assessment Strategy	Corresponding CLOs
1-2	History and geography of Bengal: Introduction of people and country including Land, Rivers, Hills, Tribes, Religion - Weather & Climate - Regional language etc. - Importance of learning history of the emergence of independent Bangladesh.	-Socialized recitation -Lecture discussion with multimedia - Interactive discussion -White board illustration -Multimedia presentation -Question-answer	-Class Performance -Written Test -Question Answer	CLO1
		session.		
3-4	Introduction to Bangladesh: History of Ancient and Medieval Bengal: Land formation, early settlement, identity and ethnicity - Sasanka (The first independent king) - Matsyanyayam and its comparison with the present situation - Pala and Sena dynasty - Arrival of Muslim and fall of Sena Dynasty - First Independent Muslim Ruler: Fakhruddin Mubarak Shah (1338 – 50) - Contribution of Illias Shahi Dynasty (1342 – 1487) - Contribution of Hussain Shahi Dynasty (1494 – 1538) - Mughal Encounters with Bara Bhyiyans - Nawabism (Transition to Independence).	- Lecture discussion with multimedia - Interactive discussion -White board illustration - Multimedia presentation - Question-answer session.	- Class Performance - Written Test - Question Answer	CLO1

5	Political History of British Colonial Rule in Bengal (1757-1857): Beginning of trade by East India Company purchasing 3 villages (Kolikata, Govindapur, Sutanuti) by EIC at 1696 and gradual expansion of their business - Clashes with the Nawabs - Battle of Palashi and Battle of Buxar - Famine in 1770 - Act 1773: creating a post of Governor general - The Permanent Settlement of 1793 and The Sunset Law - Impact of Permanent Settlement - Different resistance Movement.	<ul style="list-style-type: none"> - Interactive discussion - Whiteboard illustration - Lecture discussion with multi media - Question-answer session 	<ul style="list-style-type: none"> - Class Performance - Quiz - Written Test - Question Answer 	CLO2
6-7	British Colonial Bengal: Aspects of Nationalist Politics during the Colonial Rule (1857- 1935): Crown Rule 1858 - 1st Indian National Congress, 1885 - First Partition of Bengal in 1905 - Reactions of the elite Hindus - Formation of Muslim League in 1906 - Annulment of the partition of Bengal in 1911 - Swadeshi Movement - Morley Minto Reforms - Luknow Pact - Non-Cooperation and Khilafat Movement - Montagu–Chelmsford Reforms - Simon Commission – KPP.	<ul style="list-style-type: none"> - Interactive discussion - Whiteboard illustration - Lecture discussion with multi-media. - Demonstrations 	<ul style="list-style-type: none"> - Class Performance - Quiz - Written Test - Presentation 	CLO3
8	Emergence of Pakistan (1935-1947): Government of India Act 1935 - Elections 1935-36 - Congress Ministries - Pakistan Resolution 1940 - Cripps Mission - Wavell Plan and Simla Conference - Elections 1945 - Tebhaga Movement - Cabinet Mission Plan - Arrival of Lord	<ul style="list-style-type: none"> - Socialized recitation - Lecture discussion with multimedia - Interactive discussion - White board 	<ul style="list-style-type: none"> - Class Performance - Written Test - Assignment - Presentation 	CLO2 & CLO3
	Mountbatten & Partion Plan - June 3rd Plan - Radcliffe Award.	<ul style="list-style-type: none"> illustration - Multimedia presentation -Question-answer session. 		

9-10	<p>The Language Movement and the Rise of Political Identity: Background of Language Movement - Events of Language Movement - Impact of Language Movement - Rise of Political Autonomy - Rise and development of Awami League - United Front Election and its Aftermath.</p> <p>Disparity and Quest for Autonomy between Pakistan: Constitution of Pakistan, 1956 - Military Takeover, 1958 - The Basic Democracies Order, 1959 - Constitution of Pakistan, 1962 - Education movement, 1962 - Six Points Movement.</p>	<ul style="list-style-type: none"> - Socialized recitation - Lecture discussion with multimedia - Interactive discussion - White board illustration - Multimedia presentation - Question-answer session. 	<ul style="list-style-type: none"> - Class Performance - Quiz - Written Test - Presentation 	CLO2 & CLO3
11	<p>Mass Movements Rise of Yahya and Elections of 1970: Agartala conspiracy case - 11 points of the students - Mass upsurge - Rise of Yahya - Legal Framework Order - Reactions of LFO - Participation of political parties in election - Reactions of LFO - Election Manifesto - Reasons of Late Election - The situation before election - Election Result - Non Cooperation Movement - 7th March 1971.</p>	<ul style="list-style-type: none"> - Interactive discussion - Whiteboard illustration - Lecture discussion with multi media - Question-answer session 	<ul style="list-style-type: none"> -Class Performance -Written Test -Question Answer 	CLO2 & CLO3
12	<p>Emergence of Bangladesh: Liberation War of 1971 (I): Operation searchlight - Military crackdown - Government in Exile - Teliapara Documents - War Strategies - War Sectors - Training of Freedom Fighters - Refugee Crisis.</p> <p>Emergence of Bangladesh: Liberation War of 1971 (II): Forces of the War - Role of Mass People - Role of Students - Women in Liberation War - Role of Big Powers - Role of Global Media - War in Cultural front - Anti-liberal forces - Independence.</p>	<ul style="list-style-type: none"> - Interactive discussion - Whiteboard illustration - Lecture discussion with multi-media. 	<ul style="list-style-type: none"> - Class Performance - Written Test - Oral Test 	CLO3

13	Constitution of Bangladesh: Draft, Basic Features and Amendments: What is a Constitution? - History of Bangladesh's Constitutional Development - Salient Features of Bangladesh Constitution - Major Amendments - Bangladesh Constitution: Framing of the	<ul style="list-style-type: none"> - Interactive discussion - Group discussion - Brain storming session - Group exercise - Written assignment 	Question and Answer/ Group Work	CLO3
	Constitution in 1972 - Basic Features of the Constitution – Drawback - Amendments of the Constitution.			
14	Bangabandhu Sheikh Mujibur Rahman –The Father of the Nation and Early days of Bangladesh: Bangladesh in 1973-1975, Building a new political structure - January 25, 1975: The introduction of one-party system and 4th amendment - Bangabandhu in Parliament - Other changes through 4th amendment - 15th August, 1975.	<ul style="list-style-type: none"> - Interactive discussion -Whiteboard illustration - Lecture discussion with multimedia. 	Quiz and Test/Group Work	CLO3

23. BBA 0419 2290: 2nd Year End Viva-Voce

- 1) **Course Title: 2nd Year End Viva-Voce**
- 2) **Course Code: BBA 0419 2290**
- 3) **BNQF Code: 0419**
- 4) **Credit Value: 0.75**
- 5) **Credit Hour: 0.75**
- 6) **Level: 2nd Year 2nd Semester**
- 7) **Course Type: Core**
- 8) **Department: Department of Business Administration**
- 9) **Faculty: Faculty of Business Studies**
- 10) **Program: Bachelor of Business Administration (BBA)**